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April 16, 2012

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *JE Fielding*
Director and Health Officer

SUBJECT: **APPROVAL TO ACCEPT A FORTHCOMING AWARD FROM FIRST 5 LA,
EXECUTE TWO SOLE SOURCE AGREEMENTS, AND APPROVE UPON TO 30
NEW POSITIONS**

This is to inform you that the Department of Public Health (DPH) plans to submit a Board letter, scheduled for the Board meeting on June 12, 2012, to request delegated authority to accept a forthcoming contract award from First 5 LA, to execute two sole source agreements, and approve up to 30 new County positions.

On December 7, 2011, First 5 LA awarded DPH an amount not to exceed \$41,197,400 over four years to establish a strategic partnership under the Reducing Early Childhood Obesity in Los Angeles County Project. This project is designed to expand current nutrition efforts in child care settings, increase physical activity among young children, and help reduce the obesity epidemic among nearly 1 million children ages 0 to 5 and their families. It represents a collaboration between DPH Division of Chronic Disease and Injury Prevention (DCDIP) and DPH Maternal, Child, and Adolescent Health Programs (MCAH). The project will include the formation of a Steering Committee comprised of key stakeholders who will guide the direction of the project to deliver culturally-tailored nutrition and physical activity education.

Three interventions will be implemented countywide: 1) DCDIP will conduct an intensive community-based public education and skills-building campaign designed to increase community capacity for promoting healthy eating and active living practices; 2) MCAH will expand upon First 5 LA's Sesame Street Healthy Habits for Life pilot study by working with child care providers throughout Los Angeles County to improve nutrition and physical activity; and 3) MCAH will focus on reducing obesity among postpartum women by providing nutrition and physical activity resources and individual support to women during the critical time between the end of one pregnancy and the beginning of the next one (i.e. interconception).

In order to implement some elements of this project, DPH intends to enter into two sole source agreements with Child Care Resource Center (CCRC) and Public Health Law and Policy (PHLP).

Child Care Resource Center

To support efforts to improve nutrition and physical activity environments in both licensed and license-exempt childcare settings, MCAH intends to enter into a sole source agreement with CCRC. Under this project, CCRC will conduct nutrition and physical activity workshops throughout Los Angeles County for child care providers and the families they serve. CCRC is one of eight Resource and Referral (R&R) agencies funded by the California Department of Education, Child Development Division. These agencies assist families in locating child care providers in their communities and provide training and resources to providers to improve the quality of child development services. The agencies provide an established, trusted, and unique access to and linkage between child care providers and families seeking child care services. Each R&R agency serves a defined geographic region and collaborates via the Child Care Alliance of Los Angeles to ensure efficient coordination of services and complete service coverage to all areas of the county. Under this project, CCRC will serve as the lead fiscal and programmatic agent, working in close partnership, through subcontracts with other R&R agencies to ensure that funding and resources are appropriately distributed and workshops are held in all Service Planning Areas (SPAs) in Los Angeles County.

Public Health Law and Policy

DCDIP intends to enter into a sole source agreement with PHLP in order to conduct legal analyses of policy issues related to marketing healthy eating and active living to young children. PHLP is the only agency that provides legal expertise regarding nutrition and physical activity policies in California. Specifically, PHLP provides technical legal and policy analyses on healthy eating and active living. They currently provide these services for the Robert Wood Johnson Foundation's national childhood obesity prevention initiative. PHLP has the unique skill set required to analyze existing laws, drafting model language, and developing policy recommendations. In particular, they have specialized skills, particularly when dealing with First Amendment rights regarding food and beverage marketing. PHLP has contributed to peer-reviewed journals on marketing practices to children and the need for regulation reform.

Additionally, in order to implement this project in-house, DPH is requesting authority to allocate up to 30 new County positions. These positions will perform the following activities: conduct program development and implementation; evaluate the project as required by First 5 LA; and provide administrative functions, including managing contracts to ensure funding requirements are met. Twelve of these positions will be hired upon Board approval, while the other 18 will be transitioned from contract positions to County positions within 24 months of the project start-up date.

In addition to the activities listed above, DPH will conduct up to five solicitations within the next 24 months. These solicitations may include, but are not limited to, the following activities: 1) conduct a media campaign to increase awareness and knowledge about nutrition and physical activity; 2) assist in project evaluation; 3) implement community-based health education campaign on healthy eating and active living; 4) develop and implement an evidence-based weight management toolkit for postpartum women; and 5) assist in developing a user-friendly website and social media campaign including resources, educational materials, and peer-to-peer support.

If you have further questions, or would like additional information, please let me know.

JEF: am

c: Sheila Shima
Richard Mason